

DEPARTMENTAL BUDGET INFORMATION CIVIC CENTER DEPARTMENT (14)

STATEMENT OF PURPOSE

The Civic Center Department will help support the Mayor's vision to transform the government of the City of Detroit to the Next Detroit by applying the guiding principles of the Next Detroit, which means structural balancing by bringing costs in line with revenue, while improving services.

The Civic Center Department provides and promotes world class facilities and services for conventions, trade shows, banquets, special events, cultural events and major public and sporting events in order to create both temporary and permanent economic impact to the City of Detroit.

DESCRIPTION

The Civic Center Department is responsible for varying levels of operational, marketing, and contract oversight for Cobo Center, Cobo Arena, Joe Louis Arena, Hart Plaza, Ford Auditorium, and the Veterans Memorial Building (Ford/UAW Training Center). The Department has approximately 32 employees assigned to 8 divisions: Administration, Operations, Sales & Marketing, Building Services, Event Services, Maintenance, Security, and Property Management Administration.

MAJOR INITIATIVES FOR FY 2005-06 and FY 2006-07

In 2005-06, the Civic Center completed the most prolific facility upgrade since its expansion in 1989.

We've completely remodeled (70) meeting rooms and (5) banquet/ballrooms, which included new state of the art furniture, podiums and stages.

We have also done the following:
Redesigned our food court and constructed a state of the art restaurant and lounge, the vü.

Worked in conjunction with MDOT and DEGC to complete the \$13 million streetscape project from Washington Blvd. to Cobo Arena west to Hart Plaza. Completed major improvements in the Lodge Freeway Tunnel, which enhanced the entrance to downtown.

Remodeled 14 restrooms, which included ADA compliancy.

Renovated Hart Plaza lounge, provided lighting upgrades, and fountain enhancements and new electronic marquee billboard.

Replaced antiquated fire/security system with state of the art systems including new digital cameras.

PLANNING FOR THE FUTURE FOR FY 2006-07, FY 2007-08 and BEYOND

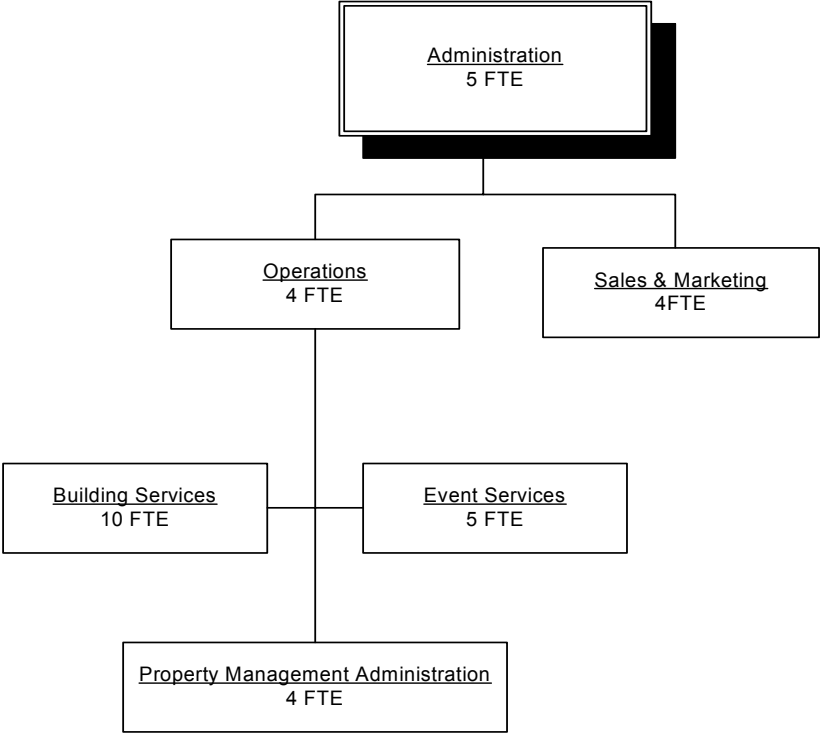
It is the Civic Center's highest priority to become more competitive and generate more economic impact for the region.

It is our goal to complete and have in place by Summer 2006, a new efficiency agreement with our exhibit hall labor unions. These unions orchestrate the production of the NAIAS, which provides \$500 million of economic impact to the region.

Our recent successes with MLB, NFL and the annual Auto Show coupled with our new efficiency agreement will enable us to aggressively pursue a new level of major events that were previously unattainable under our old agreement.

The Civic Center will entertain RFPs for the following contracts, which expire in 2006: electrical, janitorial, elevator, and security. It is the Civic Center's intent to obtain better pricing and service through the competitive bid process.

DEPARTMENTAL BUDGET INFORMATION
CIVIC CENTER DEPARTMENT (14)



**DEPARTMENTAL BUDGET INFORMATION
CIVIC CENTER DEPARTMENT (14)**

PERFORMANCE MEASURES AND TARGETS

Type of Performance Measure: List of Measures	2004-05 Actual	2005-06 Projection	2006-07 Target
Outputs: Units of Activity directed toward Goals Number of major events bookings – building rentals	48	49	50
Efficiency: Program costs related to Units of Activity Hall rentals as percent of total rentals Restaurant concession as percent of total revenue	67% 23.4%	65% 24%	66% 25%

**DEPARTMENTAL BUDGET INFORMATION
CIVIC CENTER DEPARTMENT (14)**

EXPENDITURES

	2004-05 Actual Expense	2005-06 Redbook	2006-07 Mayor's Budget Rec	Variance	Variance Percent
Salary & Wages	\$ 3,285,952	\$ 1,434,880	\$ 1,553,723	\$ 118,843	8%
Employee Benefits	2,154,139	829,760	1,075,178	245,418	30%
Prof/Contractual	5,525,707	5,518,819	54,000	(5,464,819)	-99%
Operating Supplies	2,376,046	1,423,341	26,000	(1,397,341)	-98%
Operating Services	9,714,918	9,188,992	8,346,376	(842,616)	-9%
Capital Equipment	1,624	20,000	-	(20,000)	-100%
Capital Outlays	643,172	1,040,000	1,250,000	210,000	20%
Fixed Charges	2,025,063	2,063,938	2,063,938	-	0%
Other Expenses	522,119	1,463,985	402,288	(1,061,697)	-73%
TOTAL	\$ 26,248,740	\$ 22,983,715	\$ 14,771,503	\$ (8,212,212)	-36%
POSITIONS	72	84	32	(52)	-62%

REVENUES

	2004-05 Actual Revenue	2005-06 Redbook	2006-07 Mayor's Budget Rec	Variance	Variance Percent
Rev from Use of Assets	\$ 4,876,784	\$ 7,600,316	\$ 7,321,114	\$ (279,202)	-4%
Sales & Charges	646,639	900,493	685,493	(215,000)	-24%
Sales of Assets	-	-	-	-	0%
Contrib/Transfers	530,950	1,040,000	1,250,000	210,000	20%
Miscellaneous	7,146	3,000	5,000	2,000	67%
TOTAL	\$ 6,061,519	\$ 9,543,809	\$ 9,261,607	\$ (282,202)	-3%